



WXYZ

ORDER

Print Date 09/07/12

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Flight Dates 10/01/12-10/07/12

		<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	303426 /	The People Should Decide Detroit	<u>Estimate #</u>	C01C07
<u>Original Date / Revision</u>	06/29/12 09/07/12	Agency Com 15% <u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	The People Should Decide C	814 King Street - Suite 400 Alexandria, VA 22314-3039	<u>Billing Type</u>	Cash
<u>Agency</u>	Smart Media Group		<u>Order Type</u>	GENERAL
<u>Buying Contact</u>		Sales Office EWSDC	<u>Billing Cycle</u>	EOM/EOC
814 King Street - Suite 400 Alexandria, VA 22314-3039		Sales Region NAT	<u>Billing Calendar</u>	BROADCAST
		Agency Ref	<u>Demographic</u>	A25-54
			<u>Rev Codes</u>	POL POL ISS Ballot
			<u>Product Codes</u>	PL
			<u>Priority</u>	P-1
			<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 38% Market Value 154868

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	14%	21681
WDWB	%	0
WJBK	30%	46460
WKBD	4%	6194
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	14%	21681

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	59	\$50,022.50	\$58,850.00	0.00	10/01/12	10/07/12	59	\$50,022.50	\$58,850.00
Totals	59	\$50,022.50	\$58,850.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/01/12	10/07/12	M-F 9a-10a Live W/It Kelly	CM	9-10am M-F	1- 1 - 1 --	:30	3	\$500.00	P-4	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1- 1 - 1 --		3	\$500.00			0.00					
N 2	WXYZ	10/01/12	10/07/12	M-F 10a-11a Doctors	CM	10-11am M-F	- 111 ---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- 111 ---		3	\$400.00			0.00					
N 3	WXYZ	10/01/12	10/07/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1 - 11 - 1 --	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1 - 11 - 1 --		3	\$750.00			0.00					



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Contract / Revision

303426

Flight Dates **10/01/12-10/07/12**

Hiatus Dates

Original Date / Revision 06/29/12 / 09/07/12

Order Sep 00:20:00

Advertiser The People Should Decide Product The People Should Decide | Estimate # C01C07



WXYZ

Print Date: 09/07/12

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Contract / Revision**303426**Flight Dates**10/01/12-10/07/12**Hiatus DatesOriginal Date / Revision 06/29/12/ 09/07/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **C01C07**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N15	WXYZ	10/01/12	10/07/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 11111-- 5 \$1,200.00 0.00															
N16	WXYZ	10/01/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----1	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -----1 1 \$750.00 0.00															
N17	WXYZ	10/01/12	10/07/12	SA 1130p-1230a Grey's Anatomy	CM	1130pm-1230am	-----1-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -----1- 1 \$250.00 0.00															
N18	WXYZ	10/01/12	10/07/12	Sports Update 1130-12n CM Sports Update	CM	1130pm-12am	-----1	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -----1 1 \$550.00 0.00															
N19	WXYZ	10/01/12	10/07/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1-111-1	:30	5	\$2,000.00	P-4	0.00	NM	5	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 1-111-1 5 \$2,000.00 0.00															
N20	WXYZ	10/01/12	10/07/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M-1-1--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 1-1-1-- 3 \$750.00 0.00															
N22	WXYZ	10/01/12	10/07/12	Monday Prime C Castle	CM	10-11pm Monday	1-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 1----- 1 \$5,000.00 0.00															
N23	WXYZ	10/01/12	10/07/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----1	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -----1 1 \$3,000.00 0.00															
N25	WXYZ	10/01/12	10/07/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----1	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -----1 1 \$500.00 0.00															
N27	WXYZ	10/01/12	10/07/12	Sunday Prime D 666 Park Ave	CM	10-11pm Sunday	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -----1 1 \$5,000.00 0.00															
														Totals	59 \$58,850.00